

Tactics	Ongoing	Comments/priority/relationship to Key Outcomes & Metrics	Start	Responsible entities
1.1.1. Tactic: Identify primary customers.	N	1st step. Must complete to support following tactics.	FY 17 (2nd )	ST 1
1.1.2. Tactic: Identify customer needs at intervals of not more than 5 years, in conjunction with reviews of Regional Implementation Plan updates.	N	1st RPs due in FY 17. Compile initial inventories from them	FY 18 (1st ), FY 23 (1st ) , etc	ST 1
1.2.1. Tactic: Assess customer satisfaction at intervals of two to three years.	N	Supports Key Outcome & metric. High priority.	FY 18, (2nd), FY 21 (2nd), FY 23 (2nd)	CET; Contractor;ST1
1.3.1. Tactic: Working collaboratively with customers, evaluate feasibility and costs of meeting different customer needs through regional implementation planning process and customer needs assessments (per Tactic 1.2.1).	Y	Follows 1.1.1, 1.1.2, 1.2.1; build into annual priorities & Spend Plan development process. (Ongoing within ST, but involving others should start in FY18.)	FY 18 (2nd) through FY 23	MRIP LT; ST 1
1.3.2. Tactic: Modify survey designs, and properties and delivery of catch statistics, to improve customer satisfaction in ways that are both feasible and cost-effective.	Y	Follows 1.3.1; ongoing to limited degree; must evalutate needs and strategically prioitize	FY 18 (2nd) through FY 23	ST 1
2.1.1. Tactic: Create clear and concise baseline requirements for data collection, statistical estimation, access, and information management, and for providing measures of precision and sources of bias in:	N	Supports key outcome and metric. High priority. But, labor intensive and unlikely to be able to commence in FY 17.	FY 18-FY 22	ST 1; ECT; MRIP Teams as relevant
2.1.1.1 Data collection			FY 18-19	
2.1.1.1 Statistical estimation			FY 19-20	
2.1.1.3 Access and informaton management			FY 20-21	
2.1.1.4 Measures of precision and sources of bias			FY 21-22	
2.1.2. Tactic: Collect data (i.e., conduct surveys) consistent with baseline requirements.	Y	Covers the bulk of our work	FY 17 - 23 (ongoing)	ST 1; partners
2.1.3. Tactic: Establish baseline quality (precision and absence of bias) standards for survey statistics provided to the public.	N	Need to initially consult partners and assess legal impediments, external challenges.	FY17 (2nd) - FY 19	MRIP LT
2.1.4. Tactic: Seek periodic independent reviews of program, (i.e., OST 5-year Science Plan reviews).	Y	High priority. Required under Science Plan process.	FY 18, FY23, etc	MRIP LT; ESC; ST1
2.2.1. Tactic: Create and support regional bodies to monitor the consistency and quality of the data being generated and to ensure continuous improvement of data quality (as part of regional implementation teams).	N	Follows 2.1.1, 5.2.1	FY 18 (2nd) through FY 23	MRIP RITs; ST1
2.2.2. Tactic: Document the major elements of MRIP program management, policy and procedures (e.g. Organizational Governance, Planning and Implementation, Certification/Transition, Budget Processes).	Y	Ongoing. May also require revisits once completed to address organizational changes (FY19+)	FY 17 (2nd) through FY 18	MRIP LT; ST1
2.3.1. Tactic: Develop complete documentation of survey and estimation protocols, quality assurance procedures, and data quality control procedures.	Y	In progress. Continue.	FY 17-23 (ongoing)	ST1
2.3.2. Tactic: Maintain public website with comprehensive documentation of methods, sample frames, and statistics.	Y	Ongoing.	FY 17-23 (ongoing)	ST1; CET
2.4.1. Tactic: Develop and execute transition plans that outline a process and timeline for implementing new and/or improved survey designs.	Y	Required by Policy Directive. Ongoing for FES & APAIS. Add others as certified	FY 17 -23 (ongoing)	TT; ST 1; SF 3
2.4.2. Tactic: Assess need for development and use of tools that convert statistics produced by surveys into common currency across all surveys and develop as necessary.	Y	e.g., Red Snapper Wrokshop 4 in FY 17. Needs to be kicked off with an assessment of current issues and costs/benefits of addressing them.	FY 17 23 (ongoing)	ST 1; MRIP RITs
3.1.1. Tactic: Conduct an internal annual assessment of partner and stakeholder communication and outreach needs, including an evaluation of the effectiveness of current communications products.	Y	Routine and ongoing CET function	FY 17 (annually)	CET; ST1
3.1.2. Tactic: Develop outreach materials to provide consistent messaging regarding recreational fishing data improvement efforts among internal and external partners.	Y	Ongoing. Requires focus on partners and consistnecy in messaging.	FY 17 (ongoing)	CET; ST1
3.2.1. Tactic: Identify and maintain contact with key stakeholders (e.g., Social Network Analysis).	N	To follow Needs Assessments.	FY 17(2), FY 20(2)	CET; ST1
3.2.2. Tactic: Conduct a formal external MRIP communications and outreach feedback and needs assessment every three to five years.	N	Completed in FY 17. Supports Key Outcome & metric. High priority.	FY 17(1), FY 20(1), FY 23 (1)	CET; ST1
3.2.3. Tactic: Establish an MRIP onboarding process(es) for key stakeholders and primary customers (may be different processes).	N	To follow Social Network Analysis	FY 18	CET; ST1
3.3.1. Tactic: Develop targeted outreach materials and tactics to educate stakeholders on the importance of various survey components and limitations.	Y	Ongoing. Requires shift in focus to address limitations.	FY 17-23 (ongoing)	CET; ST1
3.3.2. Tactic: Periodically evaluate stakeholder understanding of MRIP and adjust communications strategies, as needed.	N	May be combined with Needs Assessment. Can contribute info to key outcome/metric	FY 18	CET; ST1
3.3.3. Tactic: Host primary customer workshop to train participants to effectively access, analyze, and/or use data tools, including, for example, custom domain estimation; assess results and determine benefits of repeating.	N		FY 18 (2)	CET; ST1
3.4.1. Tactic: Expand Communications and Education Team to include members of partner education and outreach programs.	Y	High priority for this year. Follow Transition Team model.	FY 17	CET; ST1
3.4.2. Tactic: Pursue inclusion of MRIP in curricula for Marine Resource Education Program (MREP) and new Council member trainings.	Y	Need additional commms staff to support. MREP only for FY 17.	FY 18 -23 (1)	CET, ST1, SF3

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3.4.3. Tactic: Provide support to a NOAA Fisheries recreational fisheries outreach and education initiative.	?	TBD. Not led by MRIP.		(Comms Office; Rec Policy Advisor; SF; ST)
3.4.4. Tactic: Provide our partners with the tools and coordination necessary to enable consistent communications about recreational data collection methods, uses, and limitations.	Y	3.1.2 and 3.3.1 precede	FY 18	CET; ST1
3.5.1. Tactic: Maintain current content on website.	Y	Ongoing. Need to address NMFS-wide website change this year.	FY 17-23 (ongoing)	CET; ST1
3.5.2. Tactic: Assess web analytics to improve web content and usage.	Y	Initiate after new webiste complete and in use for a sufficient period	FY 18 (2)	CET; ST1
3.6.1. Tactic: Increase use of public relations; social and digital media.	Y	Onngoing. Should increase/get more emphasis over time.	FY 17 -23 (ongoing)	CET; ST1
3.6.2. Tactic: Provide content for inclusion in stakeholder outreach products and publications (e.g., fishing magazines, blogs).	Y	Onngoing. Should increase/get more emphasis over time.	FY 17 -23 (ongoing)	CET; ST1
3.7.1. Tactic: Revise/expand the MRIP Strategic Communications Plan to include the recommendations in the 2017 MRIP Review by the National Academies of Science, including measures to enhance two-way dialogue with key stakeholders and effective outreach to anglers.	N	High agency priority.	FY 17 (2)	CET; MRIP LT
3.7.2 Tactic: Adopt and execute communications plans for high profile MRIP implementation actions (e.g., FES Transition).	Y	Ongoing for FES. Add others as needed.	FY 17- 23(ongoing)	CET; ST1
4.1.1. Tactic: Support research aimed at designing, testing, and implementing new and/or improved recreational fisheries surveys that address independent review recommendations and specific partner needs (e.g., private access, discards).	Y	Suspended for FY 17. Resume for FY 18 (RFP in FY 17) with focus on NAS-related priorities	FY 17 -23(ongoing)	OT; ST1
4.1.2. Tactic: Evaluate the potential application of new electronic technologies into the program.	Y	Routine part of considering improvements to surveys per Procedural Directive.	FY 17 (ongoing)	OT, ST1
4.1.3. Tactic: Develop an analytical tool that enables optimization of sample allocation within and among surveys to address desired levels of precision for varying purposes, as identified in Regional Implementation Plans.	N	Defer to time when staff/consultants complete current priorities	FY 19	ST1; CT
4.1.4. Tactic: Develop a plan for prioritizing and addressing the survey design improvement recommendations in the 2017 MRIP Review by the National Academies of Sciences.	N	Agency priority; ID "must do's" to plan in FY17; but hold "ideas to consider" hold to FY18+	FY 17	ESC; MRIP LT; ST1; CT
4.2.1. Tactic: Provide technical support for the program through hiring staff highly qualified in survey and mathematical statistics disciplines, and maintain peer-accepted external consultants.	Y	Ongoing	FY 17 -23(ongoing)	ST1
4.2.2. Tactic: Increase staff expertise in survey statistics, survey operations, statistical software, new technologies, and survey management through trainings and other development opportunities.	Y	Ongoing	FY 17-23 (ongoing)	ST1
4.2.3. Tactic: Publish research results in peer-reviewed journals and organize and/or participate in scientific symposia.	Y	Ongoing.	FY 17-23 (ongoing)	ST1; CT
4.3.1. Tactic: Seek independent reviews of current and proposed survey designs, estimation methods, and data collection technologies that are on the MRIP Certification Track.	Y	Ongoing. Only tactic that specifically relates to certification, a key outcome/metric	FY 17 -23(ongoing)	OT; ST1
4.3.2. Tactic: Conduct periodic regional reviews of data programs to identify potential sources of bias and errors.	N	Work into future Regional Implememtation Plan updates, once standards are set	FY 19	RITs; ST1
5.1.1. Tactic: Conduct periodic reviews to ensure that partners are adequately represented and actively participating on the various MRIP Teams.	N	Combine with partner component of 1.2.1	FY 18 (2nd), 21 (2nd)/23(2nd)	CET; Contractor
5.1.2. Tactic: Assess partners’ sense of ownership in MRIP (i.e., do partners consider themselves partners?).	N	Combine with partner component of 1.2.1	FY 18 (2nd), 21 (2nd)/23(2nd)	CET; Contractor
5.1.3. Tactic: Periodically review management structure to address evolving program functions and priorities.	N	Incorporate into 5-yr program management review schedule	FY 18, 23, etc	ESC; MRIP LT
5.1.4. Tactic: Evaluate options to enhance recreational fisheries stakeholders’ participation in MRIP advisory structure.	N	Need to work with GC on this re FACA issues.	FY 18	ESC; MRIP LT
5.1.5. Tactic: Expand MRIP collaborations, including adding additional experts in survey design and communications to MRIP consultant team.	Y	Need to decide strategy for adding consultant capacity (ongoing vs new certifications).	FY 18-23 (ongoing)	MRIP LT
5.1.6. Tactic: Revise program management and team structure periodically to assure full partner engagement, based on results of Strategy 5.1 reviews and provisions of Regional Implementation Plans.	N	May need to move forward to address regional implemenation plan provisions	FY 19 (1st), FY 22 (1st)	ESC; MRIP LT, RITs
5.2.1. Tactic: Develop Regional Implementation Plans that include R&D priorities for developing and certifying new methods that address partner needs .	Y	Ongoing. First 5-yr plans to be completed in FY 17. Key outcome & metric based on number completed and approved.	FY17, 22, etc.	RITs; ESC; OT
5.2.2. Tactic: Attend and actively participate in FINs and FIN partner meetings when data needs are being discussed.	Y	Ongoing.	FY 17-23(ongoing)	ST1

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5.2.3. Tactic: In regions that do not have a FIN, create and maintain ad hoc regional implementation teams.	Y	Ongoing. ST staffing support for these would require staffing above current level.	FY 17-23 (ongoing)	ST1
5.2.4. Tactic: Annually specify national priority-setting criteria for providing support for needs identified in the Regional Implementation Plans.	Y	Will be needed once all Regional Plans are complete. Build into Spend Plans.	FY 18-23 annually (1st)	OT, ST1; MRIP LT
5.3.1. Tactic: Evaluate and, as appropriate, support and enable delegating responsibility of survey operations to regions, based on (yet to be established) standards to maintain data consistency and comparability.	N	Several in place and ongoing. Initiate expansion after standards are set per 2.1.1. Key outcome and metric based on numberof partners involved.	FY 18-23	ST1
5.3.2. Tactic: Conduct evaluation of cost/benefits of centralized vs. regionalized catch and effort estimation .	N	Follows 5.3.1	FY 19	ST1; RITs
6.1.1. Tactic: Develop and share criteria for priority-setting and decision-making on funding allocation to research and survey implementation.	N	Develop along with initial criteria under 5.2.4	FY 18	OT; ST1; MRIP LT; ESC
6.1.2. Tactic: Use Regional Implementation Plans to develop a national inventory of partner needs and associated costs (see Regional Plans goal).	N	Associated with 1.1.2 and 1.3.1. Information supports key outcome & metric.	FY 18	ST1; MRIP LT
6.1.3. Tactic: Explore opportunities to expand program support through leveraging funding and capability of partner and stakeholder programs, including NOAA programs.	Y	Would become routine component of program management	FY 17 (ongoing)	ST1; RITs
6.2.1. Tactic: Provide a cost-benefit analysis of funding level options for primary stakeholders (i.e., NOAA/NOAA Fisheries).	N	For next budget cycle	FY 18	ST1
6.2.2. Tactic: Advocate for meeting funding needs during annual DOC/NOAA budget opportunities.	Y	Ongoing. Assessment of unmet needs supports a key outcome & metric.	FY 17-23(ongoing)	ST1
6.2.3. Tactic: Utilize relationships with Interstate Fishery Management Commissions to help identify resources for recreational data collection.	Y	Would become routine component of program management; need to reinforce periodically	FY 18 (2)-23(ongoing)	ST1; RITs
6.2.4. Tactic: Document partner contributions for funding data collection efforts.	N	Seek partner information in conjunction with FY 18 program review. Needed for 6.2.3	FY 18 (1)	RITs
6.2.5. Tactic: Create a compelling narrative on MRIP and partner success stories to share with key stakeholders.	N	Derive from Regional Plans, results of Needs Assessments, etc.	FY 17-23 (ongoing)	CET

**Acronyms:**  
 MRIP: Marine Recreational Information Program  
 ESC: Executive Steering Committee  
 MRIP LT: MRIP Leadership Team  
 ST: NMFS Office of Science and Technonlogy  
 ST1: ST's Fisheries Statistics Division  
 SF: NMFS Office of Sustainable Fisheries  
 SF 3: SF's Domestic Fisheries Division  
 OT: MRIP Operations Team  
 CET: MRIP Communication and Education Team  
 TT: MRIP Transition Team  
 ECT: MRIP Expert Consultant Team